

The Home News  
— FOR —  
ARDENODE  
BAINTREE  
CHANCELLOR  
CARLELAND  
COADE  
DRAFTER  
DALROY  
DALEMEAD  
HARRICANA  
KEOMA

# THE STRATHMORE STANDARD AND BOW VALLEY

The Home News  
— FOR —  
YALTA  
LANDON  
NAMAKA  
NIGHTINGALE  
ROCKYFORD  
TAN  
ROSEBUD  
STANDARD  
STRATHMORE  
TUDOR

Official paper of M. D. Keoma, No. 249, M. D. Grasswold, No. 248; and M. D. Bow Valley, No. 219.

VOL. XVIII, No. 32

Strathmore, Alberta, June 29th, 1927

Subscription per Annum, \$2.00. Foreign \$3.75

## Opening Bow Valley Recreation Grounds July 1st.

### STRATHMORE LEGION CELEBRATES ANNIVERSARY

The successful social event produced by the Strathmore Branch of the Canadian Legion in celebrating their entry to the united organization on Friday, June 24th, shows that they have more than one year's experience in putting on something over that is worth while.

The "Viv' Light" Concert Party, whose initial appearance at the Vlasy Banquet, was such a pleasant surprise, had first rate entertainment, and a social evening with a difference by their previous efforts. Their choruses went with a swing; they "Buked in the Hay", "Put the Old Man Away", and told us "We'd Never Be Missed or Risen a Hundred Years had we in fine style".

Miss Sally Wright's sweet voice was heard to great advantage in the numbers "In a Little Spanish Town" and "Hush a Bye".

Mr. A. French restricted herself to one song, "Eat More Fruit"; this pointed topical ditty made allusions quite a few of those present. Others not mentioned are glad she did not respond to the hearty call for more, and the audience responded from the shafts of her wit are after her blood, and threaten libel action.

Miss Margaret Watson, the able comic at the piano, though she "had to leave" in a huff, was each pleasanter and delightful with that there was great disappointment felt when she did not respond to the call for an encore.

Mr. P. Parker, the violinist, turned out a new piece, did not dare giving it a big surprise when he appeared as a la Al Plunket in "That's a Good Girl". His second "tum" when he hoped on to "Burlington Bertie" with all the gusto of a 1000 pounder caused so much amusement that he had to give repeated glances to the strings.

One would have thought the whole universe depended on his action; this fellow left nothing but death to be desired. The audience, however, was not too tasteless to appreciate his performance produced only under hand when the Patriotic Chairman presented the ladies of the company with lovely bouquets.

Comrade Alex Walker, of Calgary, delivered an earnest and effective address.

Conrade D. Thorhill put his "old man" still over in great style, and was most emphatic in his assertion "I Never Saw a Straight Banana", while Comrade A. French had to have the light lowered and the curtain shining to get the audience to sing "Take Me to the Sun, Hang Out the Moon".

Mr. C. A. Lydiatt was a new acquisition to the party, and certainly added greatly to its accomplishments. His voice was well received in his rendering of "The Company Sergeant Major", and "Colleen O'Mine" in the first part of the programme. The songs "At the Diamond Jubilee", and "Land of Glad Tomorrow" sung in the latter part of the evening were received with great appreciation.

The final number of the four-and-a-half hours' entertainment, one that had more than half the audience seated by the time it was over, was "The Home News". Much uncalled for assistance was given him by the heavily disguised female drummer, who never missed a beat, and the audience also received a hearty round of applause when in aid of "Last Post Fund" Canadian Legion, Empire Service League.

Comrade S. H. Crowther voiced the thanks of the branch in a short bell telling of thanks, seconded by Mr. G. F. Anderson.

Comrade Grey did the honour to the ladies in his usual masterly manner, Comrade E. Swetman graciously seconding the well merited.



COMMANDER BYRD

of the United States, who is on a tour of the world for good works in order to unite the world from Paris to Paris. He will fly a tri-motorized Fokker plane with a capacity of 1,400 gallons of gasoline.

From costume, lost her breath and chattered a few ear drums in a most nervous manner. The audience was not sure that a costume had been known to play. Last, but not least, was the masterly playing of the big fiddle by a knock-kneed biped with an entirely new facial expression. His whole soul was wrapped in the music, purring like a cat in the sun, and his fingers were the only time he had used the strings.

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MEMORIAL HALL SERVICE AT STRATHMORE

Service of National Thanksgiving by the People of Canada.

Sunday, July 3rd, 1927, at 2.30 p.m.

In commemoration of the Diamond Jubilee of Confederation.

Followed by a service in aid of "Last Post Fund" Canadian Legion, Empire Service League.

Bromhall, on the Wheat Pool

George D. Bromhall, one of the best

posted authority in the world on in-

ternational grain marketing, in an ar-

ea where it came

### Concert Programme Saturday, July 2nd

Following is the program of the Concert which will be given in the park on Saturday, July 2nd, at 8 p.m. sharp.

Opening. Singing, "O Canada", led by the Strathmore Elk's Band.

Pantomime Duet, Miss F. Garrett and Miss M. Fredericks.

Tenor solo, selected, Mr. F. Anderson.

Community singing, "There's a Long Long Trail".

Violin solo, selected, Mr. B. Pease.

Soprano selected, Miss Alice Garrett.

Chorus, "Love's Old Sweet Song".

Baritone solo, "Jocie the Boy", Mr. J. French.

Duet, selected, Mr. and Mrs. W. W. Miller.

Tenor solo, "Rush a Bye", Mr. Pattemore.

Comic song, selected, Mr. R. A. Lambert.

Song, "Let me Rest on the World".

Go by", community singing.

Musical monologue, "He Said, She Said", T. Gatenby.

Duet, selected, Mr. and Mrs. W. W. Miller.

Song, "Alouette", Mr. T. E. Wright.

Baritone solo, "The Jubilee Song", Mr. Lydiatt.

Chorus, "When Irish Eyes Are Smiling", community singing.

Humoresque, "How Not To Sit In a Park", Mr. and Mrs. W. W. Miller.

Song selected, Miss S. Wright.

Song, selected, Mr. Patrick.

Hornpipe dance, Miss Geraldine Van Tighem.

God Save the King.

### BASEBALL

A fine game was put on last evening by the Strathmore and Strathmore clubs of Standard, held in the local ball park, drivers to four singles, while Standard only were able to solve Eddie Crellens' smoke stuff to the extent of five hits, which he was able to keep scattered.

The game ended 5 to 1 in favor of Standard.

Jim Moran sang on record that it was the best game of the season, and Jim is a real "high brow" in the game of baseball.

### THE LABEL

on your paper indicates the date on which your subscription expires. IF YOU ARE IN ARREARS WE WOULD APPRECIATE AN IMMEDIATE SETTLEMENT.

### Wheat Pool News

The reports coming into The Alberta Wheat Pool from various parts of the province, and the constant stream of Second Series contracts which every mail brings in, indicates that the drive for the sign-up is going well.

It is encouraging to note that the

pool has covered their original quota

and the great majority of old

members are signing the new contracts.

To date over 70 per cent of the

pool members have signed up.

It is to be hoped that the new series

contracts will be signed up.

Bromhall, on the Wheat Pool

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Help Standard Celebrate Friday, July 1st

### The Gun Club

— — —

Anyone who is an early riser might notice that the Gun Club is a gift that would do credit to a young and active sportsman like Red McKechnie. This unusual display of pep followed the Gun Club meet last week when that "old boy" came across the line with a bang. All the members, even he, that he was going to do since last summer—make the high score and he actually did! None of the members of the Club can explain him, but he has a secret. Mr. McKechnie, who says he can do anything he so desires, is in fact it is easy to trim the whole bunch.

Another Nitrod who came across

the line with a bang was Jim Miller.

Jim Miller was in great form

and ran away with the trophy.

Jim Whitehouse was in great form

and pulled a bang.

John Morris didn't show up, but

Jim Miller had done much as he

he got himself out of condition

by eating ice cream comes to an alarming

extent each evening down at Mrs.

Kearns Confectionery.

Miller, junior, did some nice work

and promises to be a chip off the old block.

Leslie West made a fine start but

he got wedged in and

he fell by the wayside and allowed his brother Morris to get him.

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## Bathing Suits Men's, Women's & Boys' "JANTZEN"

IN LATEST MAKES AND COLORS  
ONE PIECE.

Men's All Wool Abery and Ballantyne Bathing Suits, in combination of colors ..... \$2.50

Men's Cotton Bathing Suits ..... \$1.25

Boys' Cotton Bathing Suits, all sizes ..... 75c

Men's "Coast Guard" Wool Bathing Suits, 2-piece, suitable for athletics ..... \$3.50 to \$4.75

Men's and Women's Rubber Beach Shoes, at ..... 95c

**Thos. E. Wright**  
"MEN'S BETTER WEAR"

## CALGARY EXHIBITION AND STAMPEDE

July 11 to 16, 1927

Calgary, Alberta, Canada

Internationally known as the most primitive and exciting annual celebration in North America. Held in a natural environment, devoid of showy refinements, exaggeration or affectation. FEATURING A NATION'S RESOURCES AND HIGH QUALITY LIVE STOCK.

The Stampede Parade, the Stampede, western champion in cow-boys and cowgirls, Western Mining Street Display, Running Races, Indian Races, Western Camp, including Indians, Royal Canadian Mounted Police, Hudson's Bay Log Trading Post, Cowboys, Chinese outfit, etc., the Cowboys' and Old Timers' Ball, St. Louis, Australian National Band, Grand Novelty Review, Fireworks.

Reduced Passenger Fares from Saskatchewan, Alberta and British Columbia, and elsewhere. Headline Fares from everywhere, including the Royal and Bank.

Accommodation in hotels and rooms may be booked through Dan F. Whittier, president Hotel Association, Calgary.

Visa Bank and Lake Louise—gates of the Canadian Rockies.

N. J. CHRISTIE GUY WEADICK E. L. RICHARDSON  
President Stampede Manager General Manager

CALGARY INDUSTRIAL EXHIBITION CO., LTD.

## HAIL INSURANCE

We represent, locally, the following companies:

CANADIAN INDEMNITY INS. CO.

CAR AND GENERAL (U. G. G.)

EMPLOYERS LIABILITY ASSN. CORP. LTD.

These companies are of the soundest, financially, and we can guarantee a prompt covering, either by phone or wire.

**Thos. E. WRIGHT**

Phone 82, Strathmore, Alberta

## CRICKET

Strathmore vs. Falcons  
June 23rd, 1927

Home—  
Hilton b. Garneau .....  
Bentley b. Grogan .....  
Tag c. b. Pattenmore .....  
Malibson run out .....  
Adcock b. Pattenmore .....  
Tag or c. Waugh b. Pattenmore .....  
N. S. b. Pattenmore .....  
L. S. b. Pattenmore .....  
U. S. b. Pattenmore .....  
Henderson not out .....  
EAT 38

Total  
Strathmore—  
Double run out .....  
Wooster b. Chester .....  
Kent run out .....  
Potts not out .....  
Waugh b. Chester .....  
Malibson b. Oakley .....  
Naylor b. Chester .....  
Pattenmore c. Atherton b. Oakley .....  
Waugh b. Chester .....  
Lambert b. Oakley .....  
Hill b. Atherton .....  
Hornam b. Atherton .....  
Gatineau

Total  
Bowling, Strathmore—  
Gatineau, 10 for 14. ....  
Hill, 7 for 6. ....  
Lambert, 1 for 9. ....  
Kerr, 0 for 8. ....  
Bowling, Falcons—  
Atherton, 2 for 12. ....  
Naylor, 1 for 18. ....  
Waugh, 1 for 12. ....  
Vesty, 0 for 12. ....

## CUB STAR WAS ONCE A GIANT

When Joe McCarthy led his Chicago Cubs home to open the season about the only new piece of furniture he had to exhibit to Cub fans was one out-fielder.

But that is Earl Carroll remarked when he gave him a year and a day, was plenty.

For this one new piece of brawn, Earl Webb, appears to be quite an ox.

First thing he did was to seek out two home runs in the first game, totally ignoring the fact that Mr. McCarthy had just come off the world's series with the Cardinals, was during part of the game at least, overlooking, also, the fact that the whole damned bunch played against the New York champions in their own home.

Webb isn't exactly a newcomer to the big show. Like hosts of other big league players he had a brief tryout in a major suit (always return to your partner's bed) early in his career.

Back in the spring of 1924 the New York Giants gave him the once-over. He had drawn attention through his work with the Pittfield club in the Eastern league—a sort of off-and-oner.

Telling he was a bit too green and too belligerent, the Giants sent him back to the Eastern League. That year he had 32 games in the minor and worked 32 in the box. He turned in ten victories and was beaten seven times.

The next season found him with the Toledo under class club, where in 14 games in the outer works he played most ball and turned in a batting average of .329. Last year he moved to Louisville and his .333 in 31 games. His fielding wasn't impressive. As a matter of fact, he ranked well down the list as far as clean fielding was concerned.

With a dozen regulars on various teams outfit him in the averages, he was tied with Grinnell on Columbus after a solo for a single in the scoring. He was responsible for a total of 111 runs. Scored 94 himself.

Butter grading in the province which in the past has been conducted by private contractors will from June 1, 1927, be handled by the dairy branch of the Dominion Department of Agriculture, according to an arrangement recently reached. Dominion grades have been standard in Calgary and Edmonton, and creamery operators will find practically no change in the regulations, which have prevailed in the past. The educational as well as the commercial features of the scheme will be continued, and it is felt that the new name will avoid any overlapping in this phase of the dairy industry.

READ THE WANT ADS.

## HEARD ON THE STREET

Marshall Kipling: "Do you happen to know that sweet little girl I've been dancing with?"  
She: "Surely! That's mother."

Jim Weir: "Say, Ray, what does it mean in the Standard by 'Diplomatic Phraseology'?"

Ray Prince: "It means that you tell her that you are still while you give me the facts, that's diplomacy. But, if you tell her that her face would stop a clock, you're in for it."

Jim Weir: "Thanks, old bean, I get it."

Jim Moran: "Show me a happy man and I'll show you one who doesn't let his business interfere with his fishing or Gun Club shooting; look at 'Mac' Barber."

I want to be sure that you use the thermometer, to see that the water is the right temperature when you give the baby bath," said Mrs. Blaikie.

Barber: "I hear that."

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## Wheat Pool Proves Successful

Every Farmer Should Sign The New  
Contract In Order To Protect  
His Own Interests  
(By M. H. Ward)

Now is the time set for signing the new contracts—so let us show those who are opposed to the Pool that we are not to be outwitted which are being derived from this great organization. Let us sign, by the thousands, within the next few days.

Let Mr. Magill see by unmistakable evidence that we are not to be influenced by his half endeavours in favour of the Exchanges. Every farmer would and does seek to extract from the purse of the farmer, his lawful profit.

### Figures Won't Lie

Those who are inclined to disbelief that the Wheat Exchange operates at the expense of the producer have only to refer to the figures given out by the Grain men, themselves, prior to the introduction of the Pool System of marketing.

### The Pool

The aim of the Pool is to divide between the producer and the consumer, the unearned profits of the middle-man who existed under the old system of wasteful methods. Co-operation both in buying and selling, effective marketing of wheat has taken the field, just as naturally as the automobile has superseded the horse and buggy. And in the field of marketing, the Wheat Pool is destined to be the most populous just as greatly as the entire North American continent, and to the greater or lesser degree the eyes of the entire world.

The man who stands outside the Pool offers no improvement upon the old system of wasteful marketing.

To find what enormous profits the elevator companies have made we have only to investigate profits as made by the elevators along this line in their first year of operation. Eighteen elevators were erected. They practically paid for the cost of the 1925 crop out of the first year's crop.

Who actually paid for these elevators? The farmers. Who, today, holds their title? The elevator companies. The grain trade owns and controls these elevators.

I fail to see why any farmer cannot understand the necessity of owning and controlling the elevators and terminals which exist only for one reason—handle his product.

### Efficiency

By the Pool methods of selling, the identity of the farmer's wheat may

be retained until it reaches the flour product. That was the method adopted by the Pool.

The intermediate payment of the 1925 crop, which was paid in the fall, demonstrated a profit in summer of 1926, demonstrating the value of the elevators under such a haphazard system.

This payment consisted of some cents per bushel which was distributed among the farmers of the three Western Provinces. In the pre-

Pool days, this would have been their own interests they will all divide between the Grain Exchanges and the Pool.

When all farmers become alert to the time the farmer will be naturally ready to pay to his harvesting expenses.

### The Former System

Under the old system, the fortunate farmer received a top price for his wheat while his neighbour received a price possibly half price lower.

When the farmer marketed his wheat what a stupendous investment could have been made, had every farmer been forced to do so. What a few misfortunes would in the Province signed when the contracts were first open for signatures.

Both farmers had raised wheat which was of the same value as food for man—

—not meat at the rate of 60% of the bushel price ever since.

The country has been in the hands of the Pool, not under prohibition. It is under

attempt to use in marketing through his own system, in his own prohibition agents and grafters.

# Built for Endurance



Chevrolet History — A selling at new low prices, the lowest for which Chevrolet has ever been sold in Canada.

Roadster	\$250	Coupe	\$305
Coach	\$370	Sedan	\$380
Open Cab	\$370	Business Coupe	\$395
Imperial Landa Sedan	\$395		
Commercial Coupe	\$415		
1-Ton Truck	\$440		

Price of Factory, Quebec.

Government Taxes Extra.

CF-8226

WHITE & SON  
Strathmore, Alberta  
F. W. GIBSON  
Rockyford, Alberta

*The Most Beautiful Chevrolet in Chevrolet History*



FOR ENDURANCE, POWER, and BEAUTY, the most beautiful, the most powerful, and the most rugged Chevrolet in

history.

FOR ENDURANCE,

POWER,

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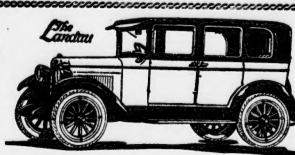
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## ROCKYFORD, DISTRICT AND GENERAL NEWS



HOW ABOUT A NEW CAR?  
Or an Overhaul. We can serve you with both.

"HIGH QUALITY AT LOW COST"

F. V. GIBSON

ROCKYFORD GARAGE

Dealers in Chevrolet Motor Cars, and Atwater Kent  
Motor Accessories of Every Description

## Orthophonic Victrola

Place your order now. Commit our Easy Payment  
Plan.

BERT ERSWELL, Phone 4, Rockyford

DR. R. H. DENHOLME,  
D.D.S., Calgary

will be at Rockyford every

WEDNESDAY

Situated at McGuire's Office,

Phone 1.

Dr. R. D. HEWSON, M.D.

Physician & Surgeon

Phones 23 and 32, Rockyford

E. C. D. ICE CREAM

— None Better —

WATERPOOL POOL ROOM

Phone 15, Rockyford

NOTICE

— — —

Notice is hereby given that A. J. Canner has been appointed as  
podunker for the Village of Rocky-  
ford. Pound is situated on the N. E.  
1/4 Section 16, Township 26, Range 23,  
West of the 4th Meridian.

E. W. POST,

Secretary-Treasurer

LOCAL SLINGSHOTS

WHOOP! We're here again! What  
was Ken Maynard in "The Unknown  
Cavalier", at the Rockyford Show next  
Friday and Saturday nights.

JOHN GEIBELHAUS has been  
dealing in hardware and general  
goods for the past few days.

GILLESPIE walks around these  
days with (I wish I could go fishing)  
look on his face. Poor Gill.

THE NEXT TIME you are sent  
after some hardware, Hank, try and  
forget what it is.

FRED GIBSON says: "Before buy-

ing a horse you look in his mouth."

before buying a second hand car look  
inside, behind and beneath the rear  
seat cushions, should you find a couple of  
dairy-handkerchiefs and a pair of  
dice, or a matchbox and a half a package  
of cigarettes, a several ass'd  
a cigarette, a few coins, a  
bracelet and an empty bottle, or per-  
haps a female garter, by all means  
keep the car! Regardless of what he  
says, you have sufficient proof that the  
car has been run but little.

TOOM says some girls are like chow-

chow—gumminy in traffic—easy to  
pass.

PAT says: "The difference between  
learning to drive a motor and learning to  
play golf is that when you learn to  
play golf you don't hit anything."

DR. KELLY has a new customer on

an automobile like a girl's rolled  
stocking! Because it offers a certain  
amount of protection without obstructing  
the view."

Miss Emily Post arrived home from  
Calgary Saturday evening.

A large crowd attended the dance on

at the Rockyford Hall on last

Wednesday night. The Ladies Altar  
Bedeck served the supper, and Hol-  
ley's orchestra, of Calgary, furnished

the music for the evening.

TO OUR READERS

The Standard will be glad to  
have the names of visitors in  
town and accounts of various  
events, etc., for publication.

Such communications should be  
signed and the address of the  
sender given. Readers in the

surrounding districts are espe-

cially invited to send us news.

We want to cover the whole

Bow Valley. Make the Stand-

ard Your Home Paper.

## ROCKYFORD

Melvin Wise and Bobby Stone cele-  
brated their birthday last Saturday  
with their parents at the Andrewes  
home. There were about forty  
kids in attendance, and they report  
having a wonderful time.

Little Edie Camann celebrated  
her birthday last Saturday with  
a number of Rockyford kind-  
ness at the Camann home near  
Rockyford. Mr. Camann drove to  
Rockyford for the kiddies, and brought  
them home again in the evening.

Those in attendance at the evening  
services of the Union Church last Sun-  
day enjoyed a very interesting  
dinner given by Miss West, formerly of  
Strathmore. Miss West has for the  
past year been attending Simpson  
University in Inglewood, and her  
subject was "The Spirit of the Youth  
of the American University". Miss  
West previously spent two years in  
Mission work in India, and expects to  
sail from Vancouver on July 21st on  
a return trip to that country.

Miss Effie Stiemer also gave a very  
interesting talk about student life,  
particularly along religious lines at  
the University of Alberta, where she  
is in attendance.

Friends of Mr. Kennedy will be  
glad to learn that she was well enough  
to return to Rockyford Saturday even-  
ing of last week.

Several small hail storms have done  
considerable damage in this vicinity  
recently.

Mr. T. A. Wiens was a visitor in  
Calgary last week.

Miss Dorothy Henderson, who is at-  
tending the University of Chicago, has  
arrived home to spend the summer  
months at the Henderson Ranch, near  
Tutor.

Mr. and Mrs. Waters, of Hamlet, are  
moving to Namao, where Mr. Waters  
has taken over an elevator.

Mr. and Mrs. W. B. Williams and son  
of, of Medicine Hat, and Miss E. F.  
Wood, of Medicine Hat, and Miss Marie  
Streeter, of Strathmore, were visited  
at the C. R. Walord home last Sun-  
day.

Mr. Charles Elford and Mrs. Frank  
Ryan motored to Calgary on Monday  
of last week.

Mr. H. E. Bowes was a visitor in  
Rockyford on Wednesday of last  
week.

The meeting of the Rockyford  
Ladies Club scheduled to meet with  
Mrs. Lewis Roppe July 1st, has been  
indefinitely postponed. Further notice  
will be given as to where and when the  
next meeting will be.

The Ladies Aid of the Union Church  
served a very nice supper at the  
Rockyford Hall on last Wednesday  
evening. They had a large crowd  
in attendance.

Several carloads of Rockyford  
people drove to Drumheller last Sun-  
day to see the game between Rocky-  
ford and the Natahite team. The score  
was 11-10 in favor of Natahite.

## FAREWELL TEA AND SOCIAL EVENING

On last Sunday evening a brilliant  
farewell tea and social evening was  
conducted at St. Rita's Rectory by the  
Catholic Women's League in honor of  
the Misses Frances and Justine  
Ward, who left for Europe on Wednesday  
morning and will be seen in  
Trans-Canada Limited as far as Vancouver,  
from which point they expect to  
travel south to International Falls,  
where they are to meet their  
mother and other members of the family  
to visit relatives, and after a month's  
vacation in Wisconsin the young ladies  
expect to spend the balance of their summer  
at their home in Loretto, Ont.

The Living and Dining rooms of St.  
Rita's Rectory were tastefully decorated  
with Japanese floral from Miss  
Stephanie Camann's garden.

Mrs. Henry Katterhagen, as presi-  
dent of the Catholic Women's League  
together with Mrs. Frank Ryan, as  
Vice-president, and Clara of the  
affair. Mrs. Hugh Williams, Mr.  
Arthur Sanger were both in very  
tire, and rendered several solo  
parts, of several charming ditties. Rev.  
Father Holt gave a piano solo.

As the evening progressed the  
Catholic ladies and friends were  
served, and the host of friends  
Misses Walsh in attendance, departed  
at a late hour after expressing their  
regret at the departure of the young  
ladies from their community, and wish-  
ing them bon voyage.

In addition to the members of the  
Catholic Women's League and their  
husbands, there was a large gathering  
of friends and relatives, among whom  
which were Messrs. Alex and Art  
Gibson, Mrs. Hugh Williams, Mr.  
and Mrs. James B. Black, Dr. and Mrs.  
C. E. Walord, Mr. E. W. Pat, and  
Mr. and Mrs. Carl and Mrs. Fred  
Jones.

W. GREENWOOD is the latest to sport  
a new Chevrolet coach.

Mr. Longmeyer will arrive this week  
to take up his duties of the Union  
Church.

CARSELAND

The last time Smithy was in Cal-  
gary, he and his chum remained out  
quite late seeing the picture shows,  
with the result that his pal did not ar-  
rive home until after ten o'clock.  
The boy half regretted the riot act by asking  
what he meant by being a "hooligan".

Harold Smith quietly remarks that  
Gladiolus Zell has a kindly heart—  
Always thinks of Mother's wishes.  
Bought a nice new clothe for  
Her to make out washing dishes.

Mr. Harry Grove Jr. was removed  
to the Calgary Hospital last week  
to undergo an operation.

## "The Unknown Cavalier"

FEATURING KEN MAYNARD

ROCKYFORD, JULY 1st & 2nd 7.30 p.m. — 8.30 p.m.

ROSEBUD, JULY 5th, 8.30 p.m. STANDARD, JULY 6th, 8.30 p.m.

## LINGENFELDER SHOWS

When better pictures are made we will show them.

## THE NEW STAR CAR

STAR CARS—Fours and Sixes.  
Also Dealer in Hupmobile Sixes and Eights

## LOCAL DEALER

## FLORAN BESE

Phone No. 4 and R315, Rockyford, Alta.

P. B. Club meeting will be held on in the west, and bring back over  
a period of two years, Queenstown has  
quickly been transformed from the  
former to the latter description.

The following parties made a trip  
to the oil field last Sunday: Mr. and  
Mrs. Greenwood, Mr. and Mrs. Stinson,  
Mr. and Mrs. Homer Brown, Mrs.  
Roe, Mrs. Travers and Lyle Roe, Mr.  
and Mrs. Carl and Mrs. Fred Jones,  
and Mrs. James Gibson.

W. Greenwood is the latest to sport  
a new Chevrolet coach.

Mr. Longmeyer will arrive this week  
to take up his duties of the Union  
Church.

Mr. and Mrs. D. Anderson, of the  
A. P. Elevator, will be leaving for their  
new home at Calaway about July 1st.

Mr. Drake, of Provost, is visiting  
at the home of Mr. and Mrs. Fred  
Roe.

Don't forget the big Jubilee Dance  
on July 1st at the Community Hall.

Visitors to Calgary last Saturday:  
Mr. and Mrs. Foster and family, Mr.  
and Mrs. Fakenham and family.

If any Klondykers of the \$5 rush re-  
side in the district of Bow Valley, will  
they send in their names to J. J. Wil-  
son, of the Bank of Commerce Build-  
ing, Calgary, or R. Woodrow, Carre-  
land.

FROM THE PRAIRIE TO  
A BUSINESS CENTER

The above heading might quite ap-  
propriately be applied to many a town

## THERE ARE TWO KINDS OF BEER — GOOD and FAIR

## YOU CAN IDENTIFY GOOD BEER BY THE NAME and LABEL

## HORN BEER

## IS ALWAYS GOOD

BIG HORN BREWING COMPANY LIMITED

This Advertisement is not published or displayed by the Alberta  
Liquor Control Board or the Govt. of Alberta

## CANADIAN NATIONAL EXCURSIONS

### EASTERN CANADA

ALL RAIL OR LAKE AND RAIL

TICKETS ON SALE MAY 15th  
to SEPT. 30th

### PACIFIC COAST

THE TRIANGLE TOUR ALASKA

Jasper National Park

MT. ROBSON PARK

GOOD TO RETURN  
UP TO  
OCTOBER 31st  
1927

DURING JULY  
Personally Conducted Tours

To  
GREAT BRITAIN AND THE  
CONTINENT  
Also To  
THE PACIFIC COAST

CANADIAN  
NATIONAL  
RAILWAYS

SEE CANADA IN CANADA'S DIAMOND JUBILEE YEAR, 1867-1927



## Don't gamble on the used car you buy

The used Ford car you buy represents so many unused miles of transportation.

The price you pay should be in proportion to the unused mileage which remains in the car.

Whether or not you get the unused mileage you pay for depends largely upon where your used Ford is purchased.

All used car dealers like to handle Fords because the Ford enjoys public confidence and therefore commands a ready sale. But, the Ford dealer, like any other dealer, is not infallible. He can tell what usage a car has had and knows exactly what reconditioning must be done. He has the men, the equipment and the genuine Ford parts necessary to do this job properly and the Ford you buy from him is a better car than you can get for the same money anywhere else.

### Why you should buy your used Ford Car from an Authorized Ford Dealer

All used cars sold by authorized Ford dealers are guaranteed to be as represented.

1. The year of the car is guaranteed to be as stated by the authorized Ford dealer.

2. The Ford parts only by authorized Ford dealers are guaranteed to be as represented. Ford dealers will not sell parts at less than list price.

3. A clear title is given with every used Ford.

4. The car is guaranteed to be in good running order.

5. The car is guaranteed to be in good running order by selling anyone an unsatisfactory car.

If any used Ford car purchased from an authorized Ford dealer is not as represented, the authorized Ford dealer will be credited on any other used or new Ford.

## HUGHES MOTORS

STRATHMORE, Alberta ROCKYFORD  
FORD MOTOR COMPANY OF CANADA, LIMITED

## THE KING EDWARD HOTEL

The place where we want you to feel at home.

We endeavour to please and aim to give  
Service and Courteous Treatment

FRANK MILLER,  
Proprietor

### WILL YOU REQUIRE QUICK MEALS FOR THE JUBILEE DAYS?

If so, you should come in and have us demonstrate our Coleman "Air-O-Gas" stoves, and Coal Oil Stoves, which guarantee a quick meal for a hot day. We also have a number of Electric Stoves that deserve your inspection.

Fly season is here, and you should see that your Screen Doors and Screen Windows are ready. We also handle Wire Cloth by the yard, Swats, Poison, Etc.

We have a good stock of Sport Goods of every description for Tennis, Golf, and Baseball.

## STRATHMORE HARDWARE

"THE STORE OF QUALITY AND SERVICE"

M. A. RELLINGER, PHONE 54

### HEARD ON THE STREET

"I did one charity act today," remarked a Calgary merchant as he sat down to dinner.

"I'm glad to hear it, dear," said his wife. "Tell me about it."

"Oh, one of my clerks wanted an increase in salary, so that he could get married, and I refused to give it to him."

Percy Parish: "Don't you see that sign, 'No hands wanted'?"

Bill Williamson: "Oh, yes, but I promised the missus I'd ask for a job today, and that's why I applied here."

The Calgary girl reporter had been assigned to do human interest stuff was interviewing a do-it-yourselfer. "Don't you ever take a walk in the park when you're working on a marrow beam way up in the air?" she asked.

"Oh, yes, mat'am," answered the riveter. "I been drinking a little the other night and I didn't go home, and the next morning I walked down and my wife was coming toward the building, and I almost fainted."

Mrs. Blank: "She wanted to have a picnic in the park, so I melted a rat trap and slipped it in the hot."

Bill Williamson: "Lor' Mrs. Blank, how you mix your sumpin'pores!"

Wilfred Gardner: "Who was that chick I saw you with?"

Bill Williamson: "She wasn't a peach, she was a grapefruit."

Wilfred: "Why grapefruit?"

Red: "I squeezed her and she hit me in the eye!"

Teacher: "Johnnie, what does 'note' mean?"

Pupil: "It means girl."

Teacher: "What makes you think that, Johnnie?"

Pupil: "Well, the other day the nurse comes in and says to pa, 'It's a girl,' and pa says, 'That's a hell of a note!'"

### ADMINISTERING AN ESTATE IS A BUSINESS IN ITSELF

When you are debating with yourself whether to name an individual or a Trust Company, as Executor of your will and trustee of your estate, bear in mind this vital distinction.

With most individuals executorship is a side issue, for which they have no special preparation. Administering wills and managing estates is the business of a Trust Company for which it has been organized and is especially equipped.

Correspondence invited.  
THE TRUSTS & GUARANTEE COMPANY, LIMITED  
220 Eighth Avenue West, Calgary.

H. A. Howard, Manager.

### PATENT ATTORNEYS

FORD, MILLER & HARVEY  
Barristers, Solicitors, Patent  
Attorneys, for all Canada.  
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Patent Drawings and Applications Prepared  
by Our Own Drawing Room  
Prompt Service.

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I. W. McCardle W. S. Davidson  
303 MacLean Block, Calgary, Alta.  
Phone M1429

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Imperial Bank Building, Calgary, Alta.  
Phone M1116

E. V. ROBERTSON  
Barrister and Notary Public  
491 Herald Building  
Calgary.

COLONIAL HOTEL, CALGARY  
Weekly rates: Single, \$5. \$6.50;  
Double, \$7. \$8.50; baths included.  
Well lighted rooms; hot and cold  
water; electric lights; central heat.  
Seventh Avenue East. M6564.

## The Wheat Pool Method is Vindicated by Experience

The fact that the Alberta Wheat Pool has increased its membership by some 14,000 farmers since it was formed, offers strong proof of the success of this farmers' marketing organization. The membership in 1923 was 25,000 (in round figures). Today it is 39,000.

### Acknowledge the Pool has Helped

The stabilizing effect of the operations of the Canadian Wheat Pool in the Wheat Markets of the World is acknowledged by leading Old Country importers, millers and bakers.

Practically all non-Pool farmers admit the Pool has helped and is helping them. There is no good reason why any farmer in Western Canada with grain to sell should not market it through the Pool. Every new Pool recruit adds to the influences of the organization. Businessmen, professional men and statesmen all testify to the beneficial effects of the operations of the Wheat Pool.

Outside the private dealers in grain, and kindred interests, The Wheat Pool has no enemies.

### Is the Pool not Worthy of your Support

No matter what anyone says to the contrary, the Wheat Pool has exerted an upward tendency on prices both in and out of Canada. The Pool has meant fairer dealing to the farmers and a more satisfied and contented countryside. It has meant "better living" for Alberta farmers.

Are these not worthy objects? Has not the achievement of the Wheat Pool been a notable one? Is it not worthy of your active and loyal support?

The Second Series Contracts are now ready.

**"Sign for Safety"**



## LEGAL AND PROFESSIONAL

J. J. PETRIE  
Barrister, Solicitor, and Notary  
Public.  
Suite 2 MILLS Bldg., 322a 3rd Ave. W.  
Calgary.

Strathmore every Saturday

Sinclair & Juli  
Barrister, Solicitor, Notaries

MONEY TO LOAN

Offices 203-205 Bay Block, 326a, 3rd  
Avenue West, Calgary.  
Strathmore—King Edward Hotel—  
Friday 3:30 p.m., Saturday 6 p.m.,  
of each week.

## D. R. HARRIES

Veterinarian  
Office—C.P.R. Land Office  
Bldg. Opposite Station.  
Visits Rockyford, Standard,  
and Carseland each month.  
Phone: Residence 76

## DR. E. G. SIMMONDS

RESIDENT DENTIST  
Office open every day except  
Saturday.  
Phone: Crown Lumber Company,  
Strathmore, Alberta.

## Dania Hotel

STANDARD, ALBERTA  
Good Clean Rooms, At Reasonable  
Prices.

VICTOR PETERSEN, Prop.,  
Standard, Alberta  
Phone 25.

## FRATERNAL

CANADIAN LEGION  
B.E.S.L.

STRATHMORE  
Branch  
No. 10.  
Meetings held 2nd Tuesday  
of each month  
in the Memorial Hall.  
All Eligible welcomed  
as members.

W. S. PATERSON & D. FRENCH  
President  
GREAT WAR MEMORIAL HALL  
G. F. Kearns, Manager, Phone 89  
H. McGregor, Asst. Mgr., Phone 65  
C. Keeling, Secy-Treas.

CHASE & CO.  
Funeral Directors and  
Embalmers.  
Parlor 3rd Street,  
STRATHMORE  
Phone 78.

F. B. LILLY  
AGENT FOR ALL KINDS OF  
INSURANCE  
Also Farm Lands for Sale—  
Phone 57, Office 3rd St.  
STRATHMORE

Nicada Style Shop  
DRESSMAKING  
MISS ADAMS  
Phone 69, Strathmore, Alta.

PAPER HANGING  
and—  
DECORATING  
Inside and Out-  
side work.  
Work guaranteed  
W. WILKINSON

Tinsmithing,  
Plumbing & General  
Repairs.  
Steam and Hot Water  
Heating.

J. V. MORAN  
Strathmore, Alta.

You Require  
Protection

Then why not insure  
with Canada's Largest  
and Strongest Life  
Company?

## THE SUN LIFE

ASSURANCE CO. Y.  
OF CANADA

John Cusack—  
Strathmore Representa-  
tive.  
King Edward Hotel

## ELKS 5 PIECE

PLAYING THE LATEST HITS  
WILL PLAY ANYWHERE.  
For rates Phone #308.

STRATHMORE, ALBERTA

HAIL INSURANCE  
AND  
MARCELLING  
MRS. ARIE WOODLFFE  
Phone 89

Strathmore, Alberta

## HAIL INSURANCE

Now is the time to place your  
Hail Insurance.

It does not cost any more to  
protect your home for the whole  
season. DO IT NOW.

First class companies protect  
you.

H. N. JONES  
Phone 18 and 19 Rosebud

## FURS

KRAFT THE FURRIER  
Car, 12th Ave., 1st St. West,  
CALGARY (Est. 1908) ALTA.

## HUB

BILLIARD ROOM &  
BOWLING ALLEYS

Strathmore

Tobacco and All  
Smokers' Necessaries.

"The Home of Real  
Sport"

R. HAMBLY, Prop.

See Us For  
ELECTRICAL  
WORK  
We do it Right at  
Right Prices.

M. F. Kimpton  
Strathmore, Alta.

## ICE CREAM

P. A. R. L. C. R.

Puff Pastries

Jelly Rolls

Doughnuts

Layer Cakes

H. O. V. B. R. E. A. D.

Special Saturday

ICE CREAM every  
day.

The talk of the Town,  
Pat's Special Fruit  
Cake Sundaes.

## PATTEMORE'S

## BAKERY

Phone 97, Strathmore

## COMING EVENTS

Langdon Fair, the big agricultural  
event in the Bow Valley, August 10.

Official opening of Wyndham Park  
at Carseland, Friday, July 1st. Every-  
body invited. No admission fee.

Big Days Sport at Standard Friday,  
July 1st. Big baseball tournament.

Manager: Hirtle is putting on the  
Rev. Johnstone, Magic and Fun Show  
under the direction of the Maries or  
July 4 and 5.

Monday night 8 p.m. social in the  
United Church to farewell Rev. Mr.  
and Mrs. A. H. Rowe.

Pine Bluffe have arrived, get your  
binding right away. Club meeting  
Phone 72, Strathmore

## TENDERS

Sealed tenders will be received until  
July 16 for the painting of the Night  
Police Station, Strathmore, B.C., etc.

The chairman of the board will give  
any information necessary regarding  
conditions and requirements, and will  
receive tenders.

FRED NEWALL  
Chairman of Board  
Nightingale, Alta.

5-7-21

## THE LABEL

on your paper indicates the  
date on which your subscription  
expires. IF YOU ARE IN  
ARREARS we would appreciate an  
immediate settlement.

TERMS CASH — NO RESERVE

MRS. F. SEALES — A. LAYZELL  
Owner Auctioneer

1927, at 1 p.m.

HOUSEHOLD EFFECTS

2 Painted Oak Rockers, cold leather  
seats; Medicine Chest, 2 Parlor Tables,  
Dining Room Suite, complete; Small  
Rocking Chair, 2 Double Beds, 1 with  
springs; Single Bed, 2 Painted Oak  
Dressing Table, Chest of Drawers,  
Painted Oak China Cabinet, Child's  
cot and Mattress, 2 Heaters with  
pipes, Electric Lamp, Electric  
Machine and Wringer, 10  
ear Table, Kitchen Cabinet, Odd  
Chairs, Day Bed, 2 Lino, Bungs,  
9 x 9 and 10 x 12; Odd Linoleum,  
Whiton Rug, 9 x 10½, Push Cart, 2  
Cream Cans, Ice Chest, Freezer,  
7 Lamps, 2 gasoline and 5 coal oil;  
Washtubs, 2, Coal Scuttle, 2  
Shelves, Step Ladder, Steel  
Gardening, Chicken House, Storm Door,  
Hav. Port, Cow Chain, etc., and other  
articles too numerous to mention.

TERMS CASH — NO RESERVE

MRS. F. SEALES — A. LAYZELL  
Owner Auctioneer

12-5-21

## NURSING HOME

Mrs. E. Merchant has  
opened a nursing home  
for the care of maternity  
and non-contagious cases.

For terms phone 14, Strathmore.

6-7-21

## DIAMOND JUBILEE

## CELEBRATION

— AT —

Wyndham Park --- Carseland Bridge

FRIDAY, JULY 1st, 1927

## OFFICIAL OPENING OF WYNDHAM PARK

Municipal Recreation Grounds of M. D. Bow Valley and M. D. Dinton.

Parade, 10:30 a.m.

Tug-of-War between the two councils,  
M. D. Bow Valley vs. M. D. Dinton.

Lunch —

Races, 1:30 p.m.

Speech, Rev. A. M. McColl, 3:00 p.m.

Each school in the parade will please carry indi-

vidual banners, with name of school.

16-PIECE BAND IN ATTENDANCE

DANCE AT CARSELAND HALL—Strathmore Elks Orchestra.

Basket Picnic. Refreshments may be obtained on the grounds.

EVERYBODY IS CORDIALLY INVITED.

NO ADMISSION FEE

## Everybody Reads The Strathmore Standard

## MEARS FLORAL COMPANY

Cut Flowers and Plants

CALGARY

Store #3388, Night L1988

9th Ave. 1st St. W.

29-6-21

## Thirtle's Theatre

FRIDAY AND SATURDAY, JULY 1 and 2

Bebe Daniels In — "SEÑORITA"

Capter of the "Winking Idol"

MONDAY, TUESDAY AND WEDNESDAY

July 4th, 5th and 6th. Joe Marks presents

Bert Johnson and a Company of Vaudeville

Artists.

FRIDAY AND SATURDAY, July 8th and 9th

"THE WINNING OF BARBARA WORTH"

with Ronald Coleman and Vilma Banky.

7:30 p.m. and 9:15 p.m.

29-6-21

## HIRTLE'S THEATRE

Three Big Nights—Mon., Tues. & Wed.

JULY 4 - 5 - 6

JOE MARKS Presents

BERT JOHNSTON'S

Magic and Fun Show

— including —

BERT JOHNSTON

The Whirlwind Magician, Illusionist

and Ventriloquist.

MURIEL—The woman who knows.

She tells all, good and bad.

You hear nothing but the

truth—Free to all.

SALVAIL—Converted gambler and card king in ex-

posure of gambling.

SAALAMBO—Johnston's Egyptian attendant.

KATE CALLOW—Canada's only lady magician.

EDDIE NEILSON—Manipulator.

— Special Matinee Wednesday—2:30—

PUNCH AND JUDY—Royal Marionettes and John-

ston and his Wooden-Headed Family.

Complete Change Each Night—Doors Open 7:30

Performance 8:15.

Prices—Evening 25c and 50c; Matinee 15c and 35c

## UNRESERVED

## Auction Sale

— — —

Instructed by Mrs. Frank Scales,  
Strathmore, I will sell by Public  
Auction, the following, on

Saturday, July 9th

1927, at 1 p.m.

## HOUSEHOLD EFFECTS

2 Painted Oak Rockers, cold leather  
seats; Medicine Chest, 2 Parlor Tables,  
Dining Room Suite, complete; Small  
Rocking Chair, 2 Double Beds, 1 with  
springs; Single Bed, 2 Painted Oak  
Dressing Table, Chest of Drawers,  
Painted Oak China Cabinet, Child's  
cot and Mattress, 2 Heaters with  
pipes, Electric Lamp, Electric  
Machine and Wringer, 10  
ear Table, Kitchen Cabinet, Odd  
Chairs, Day Bed, 2 Lino, Bungs,  
9 x 9 and 10 x 12; Odd Linoleum,  
Whiton Rug, 9 x 10½, Push Cart, 2  
Cream Cans, Ice Chest, Freezer,  
7 Lamps, 2 gasoline and 5 coal oil;  
Washtubs, 2, Coal Scuttle, 2  
Shelves, Step Ladder, Steel  
Gardening, Chicken House, Storm Door,  
Hav. Port, Cow Chain, etc., and other  
articles too numerous to mention.

1927, at 1 p.m.

## FURNITURE REPAIRING, STAINING

and VARNISHING.

Painting, Pictures, Sewing Machines,  
etc., packed and crated; Packing, Kite-  
sawing, Machine, Hanging, Etc.

General Jobbing Work promptly at-  
tended to.

Crosley, Third Street,  
Strathmore.

22-6-p

## Miscellaneous

FOR SALE: FIVE ROOM HOUSE,

pump in summer kitchen, 75 foot

lot. Price \$1,350, cash \$500, bal-

ance arranged less for all cash.

Phone 68.

18-8-21

## SPIRELLA CORSETS, MADE TO

Measure.

The world's best for  
health and style. Mrs. C. Moodie,

Phone 22, Strathmore.

8-6-21

## FOR SALE: BLOCKS, JUST

FOR SALE: THREE FULL-BLOODED

Holstein Milk Cows, One sixmonth-

Old Bull. Apply E. F. Wheeler,

Phone 209, Namaka, P. O. Box 19,

Namaka.

6-7-p

FOR SALE: PIGS, YORKSHIRE,

\$5.00 each. D. Peebles, P. O. Box

87, Strathmore. Phone 583.

29-6-21

FOR SALE: PURE-BRED YORK-

SHIRE COWS, ONE VARIETY

eligible for registration from pro-

lite gentle sows. W. E. Keer,

Phone 1712.

12-7-21

FOR SALE: TWO SHORTHORN

Bulls, one-year-old, one red and one

roan. Apply J. A. Lytle, Ardenwood,

Phone 917.

6-7-21

Seed Grain, Hay & Feed

FOR SALE: ABOUT TEN TONS

Tame Hay. Apply N. H. Kumar,

Phone 1318, Strathmore.

6-7-21

A COUNTRY

FOR SALE: BABY CHICKS, PLY-

MONTHS, hatching about 15th July,

180 each. Turkey Eggs, 25c. Apply

Mrs. de Jong, Phone 2115 Strath-

more. P. O. Box 18, Cheddele.

29-6-21

LOST & FOUND

LOST: TIRE FOR OLDSMOBILE CAR

between J. Damer and Strathmore

last Sunday evening. Reward to

finder. Notify J. P. Voornans, Strath-

more. Phone 2118.

29-6-21

READ THE WANT ADS.

THE STANDARD, STRATHMORE, ALBERTA

— — —

Wednesday, June 29th, 1927

THE STANDARD, STRATHMORE, ALBERTA

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Wednesday, June 29th, 1927

THE STANDARD, STRATHMORE, ALBERTA

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Wednesday, June 29th, 1927

THE STANDARD, STRATHMORE, ALBERTA

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